



HEART OF Bellevue

A DOWNTOWN
RECOVERY campaign

Bellevue
Downtown
Association

Presented by:

PATRICK BANNON
President

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Director of Marketing
& Partnerships



January 4, 2021

WHY | RECOVERY SUPPORT

s t r e n g t h e n OUR CORE.

- In the wake of COVID-19, we needed to connect people to the place, promote local businesses and activate the core of Downtown Bellevue.
- We needed a downtown-wide campaign with a strategic placemaking and economic activation focus.



WHAT | THE VISION

CAMPAIGN NAME: HEART OF BELLEVUE

The campaign is designed to connect and promote local businesses while building vibrancy in Downtown Bellevue. We're sharing stories of activity, creativity and recovery to bring vitality back to our urban core.

Launched June 25, 2020 – December 2020



HOW | THE PLAN

- ✓ Direct Outreach
- ✓ creative assets
- ✓ Storytelling
- ✓ Placemaking
- ✓ Virtual Programs
- ✓ COVID-19 Resources
- ✓ city collaboration



1 | DIRECT OUTREACH

Extensive one-on-one, in-person engagement with small businesses:

- 117+ check-ins
- On-site & phone interviews
- Curation of a new contact database
- Direct email outreach



2 | creative assets

This is a multi-faceted print, online and social media marketing campaign:

- e-Newsletters
- Blogs
- Social
- Web Ads
- Pole Banners
- Magazine Ads
- Posters
- Handouts





Strengthening Our Neighborhoods

CKLEY

BRYCE STICKLEY
 (425) 780-9954

BOYS & GIRLS CLUBS
OF BELLEVUE

DONATE TODAY

Boys & Girls Clubs of Bellevue is providing a safe haven, with healthy meals and care, for those who need us most. **Help us keep our Clubs open during the COVID-19 crisis!**

BGCBELLEVUE.ORG/DONATE

DISCOVER
THE
Heart of
BELLEVUE

BELLEVUEDOWNTOWN.COM
#HEARTOFBELLEVUE

MICROSOFT • BUGET SOUND ENERGY
VULCAN REAL ESTATE • PACCAR

The Word

"We buy it directly from source, from fisherman who know that take care of the Earth, it won't harm to me. I prefer to buy it if it is handled correctly, far outweighs the benefits of trying to buy something else."

—WILD BILL BAUER
Chef at Duvre Seafood & Co.

"We want this to be a welcoming atmosphere. A place where people can come back to have a pizza with kids on the patio, cocktail in the kitchen in winter."

LEDER CANALS CREATIONS
Furniture and more at the

"I THOUGHT I WAS CRAZY AT FIRST, BUT IT TURNED OUT TO BE THE BEST WAY TO START THE BUSINESS. ONCE MY KIDS WERE THE AGES I WANTED TO START FERRA, I WAS RUNNING THEM TO AND FROM ACTIVITIES. THEN, I HAD EMPLOYEES SO IT WAS MUCH EASIER TO GET AWAY."

JUDI TSUCHIDA
Owner of Funky Furniture

DISCOVER
THE

Heart of
BELLEVUE

490+
SHOPS &
RESTAURANTS
ARE OPEN & READY
FOR YOU!

BELLEVUEDOWNTOWN.COM
#HEARTOFBELLEVUE

RECOVERY CANNABIS PARTNERS

amazon

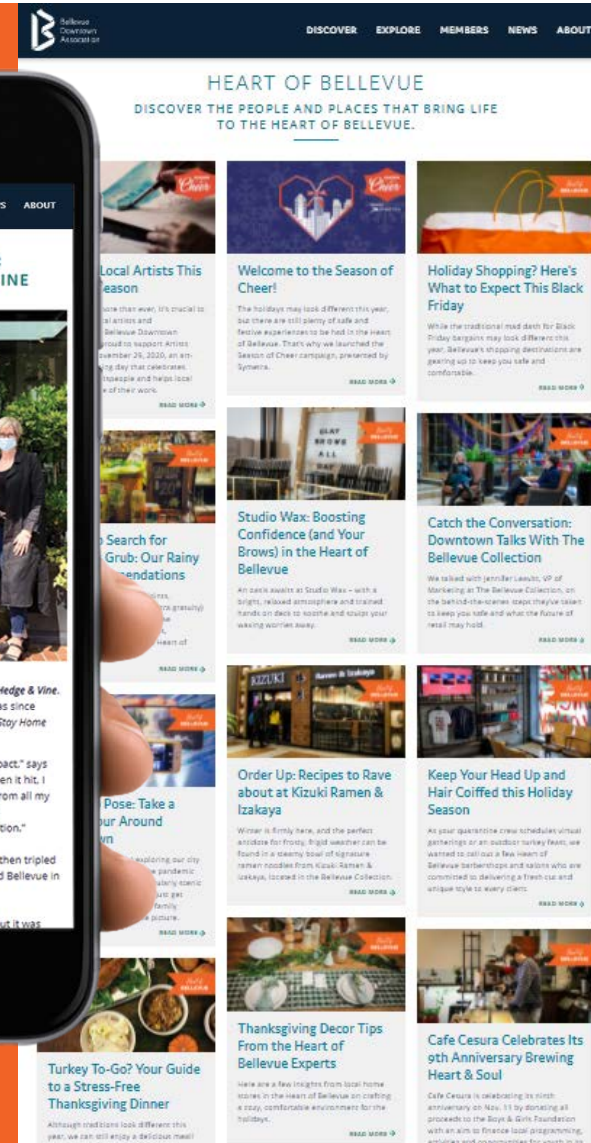
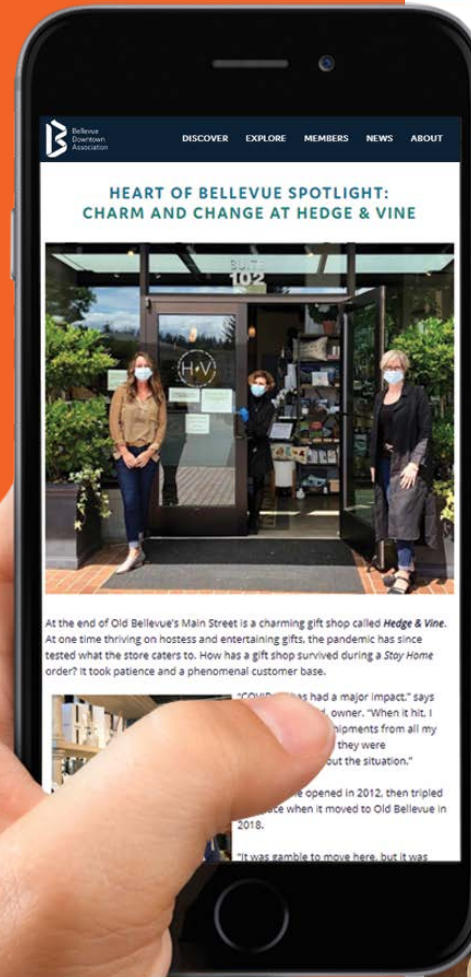
425
MARKING

MICROSOFT • PUGET SOUND ENERGY
VULCAN REAL ESTATE • PACCAR

3 | STORYTELLING


Interviews and profiles with Bellevue small businesses, artists & musicians:

- 120+ Blog Spotlights
- 196+ Social Features
- 25 Weekly Newsletters
- Story Intake Form
- Earned Media



STORY Sample: CAFÉ CESURA

BLOG




Bellevue
Downtown
Association

EVENTS EXPLORE MEMBERS NEWS ABOUT

COFFEE, COMMUNITY AND ART CONVERGE AT CAFÉ CESURA

July 11, 2020 - by Mona Ghorbani

Category: HEART OF BELLEVUE



Whether you can't start your day without an espresso or are looking for a cozy-yet-modern space to unwind, stop by Café Cesura (pronounced say-VOIR-ah) for a change of pace, a delicious drink, and so much more.

"Cesura" stands for a pause in music or poetry, which perfectly describes what it's like when you walk through the doors of the café - the calmness and tranquility bring a welcome escape from the hustle and bustle of daily life. Nestled underneath Ashton Bellevue, Café Cesura has been both a coffee shop and a community center for Downtown Bellevue since opening in 2011. And now, the café is continuing to take on that role during the pandemic.


At a time where many businesses are struggling to make ends meet, Shawn Nickerson, owner of Café Cesura, took it into his own hands to continue connecting the community. As the café's profits hit a 40-50 percent decrease, he found ways to support local vendors by providing space to sell locally-produced food and goods while farmer's markets were temporarily closed.

"We sold hundreds of flower bouquets from local farmers, blueberry juice from Bow Hill, eggs from Skylight Farms, and a few other local products," Nickerson said. "It's been great to meet so many folks through these collaborations."



Café Cesura also partners with local community organizations to help give back. Most recently, the café joined forces with customers to provide coffee to Bellevue's Congregations for the Homeless day shelter for a year, Nickerson said.

Open every day from 7am to 3pm, stop by for coffee, food and check out offerings from local proprietors. Our recommendation: try their house-made almond milk latte (with zero sugar added) alongside one of their scrumptious breakfast sandwiches, recognized by Seattle Metropolitan Magazine as one of the "Best in Seattle." And while you're at it, enjoy the amazing art pieces displayed on the walls - the selection changes frequently, with Café Cesura giving dedicated space for local artists to showcase their work.

Ready to check it out? Whatever you try, make sure to share your favorite Café Cesura moments by tagging #HeartOfBellevue in your photos. Cheers!





This blog is part of the **Heart of Bellevue**: our campaign to showcase local businesses while connecting you with stories of activity, creativity and recovery. Find out about our campaign and explore more of what's happening around Downtown.





BUSINESSES:

SHARE YOUR STORY WITH US!











SOCIAL



Bellevue Downtown

July 11 at 1:45 PM · 🌐



Just so happens that the "Best Breakfast Sandwich in Seattle" is actually in the #HeartOfBellevue! We chatted with Café Cesura about how the popular Downtown spot has become a center for the community and helped local vendors and artists along the way - all in our latest blog. 🍵




BELLEVUEDOWNTOWN.COM

Coffee, Community and Art Converge at Café Cesura


Whether you can't start your day without an espresso or are looking for a...

 April Battin and 6 others


1 Comment



bellevuedowntown · Following



bellevuedowntown hint: the "Best Breakfast Sandwich in Seattle" is actually in the #HeartOfBellevue, at @cafecitura. We popped by to talk with owner Shawn about how the popular #BellevueDowntown spot snagged that title and helped local artists, vendors and community organizations along the way. Read more in our latest blog - on our website now! 🍵 #OTBellevue #Bellevue @cafecitura

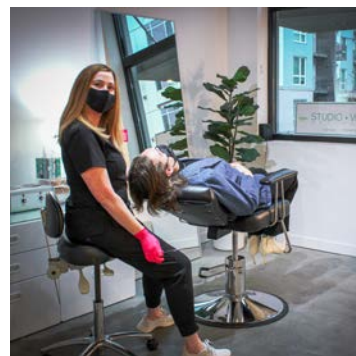


Liked by wseu and others

1 DAY AGO

Add a comment...

E-NEWSLETTER



4 | P l a c e m a k i n g

Multiple placemaking activations with key properties and businesses:

- Yellow Lanterns along the Grand Connection
- “Al Fresco” Outdoor Dining in Old Bellevue
- Holiday Lights at the Downtown Park, Grand Connection & Main Street







No v . 27 – J a n . 4



5 | V i r t u a l P r o g r a m s

Adaptation of arts and cultural programming for online audiences:

- 39 Virtual Concerts
 - Summer Music Series
 - Jazz & Blues Music Series
- 101 Local Artists Featured
 - 92 Musicians
 - 9 Arts Fair Participants
- 51,335+ Total Impressions
- 15,748+ Total Video Views





6 | COVID-19 resources

Providing resources and support for Bellevue businesses:

- Downtown Talks series
- BDA Takeaway series
- State of the City live-stream
- Direct email advisories from BDA President
- Small business & nonprofit resources



7 | City COLLABORATION

Working with the City was crucial to the campaign's success:

- Bi-weekly campaign recap meetings
- Engagement with City review/permitting staff
- Cross-promotion with City Communications team
- Continuous lead generation for stories



Testimonials

*"Especially during these challenging times, **the support and resources they have provided have been invaluable.** We are so grateful to their partnership and helping the Bellevue community!"*

- ANNA WALLACE, FOGO DE CHAO



*"The BDA is **making a difference in supporting & promoting our businesses** to continue bringing the downtown area to life."*

- REYES CAMINO, ANDIAMO RISTORANTE



Testimonials

*"The **BDA** has been a fantastic partner and resource. We love working with your staff. They are always open, available, and eager to be involved in embracing opportunities and finding solutions."*

- KRISTOPHER JENKINS, RESONANCE EVENTS

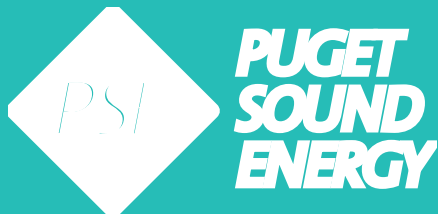


*"We **really** appreciate the boost in exposure, especially since opportunities like markets are so limited this year. Thank you, again, for the opportunity!"*

- DREW & MELINDA KINDRED, KINDRED INDUSTRIAL



Thank you, partners!





WE ARE...

Building
connections

Engaging
the community

Supporting
economic activity



Bellevuedowntown.com
#Heartofbellevue